

- Bring in **new customers** who might never find you!
- **Tap into** the \$242 million spent by visitors in this region last year!
- **Increase** sales and profits!
- Enjoy **three month's** of continuous exposure!

Distributed to thousands of tourists within the Monadnock Region.

The Guide is available free to tourists and visitors for a three month period at:

- Chambers of Commerce
- Local Restaurants
- Rest Areas
- Hotels, Motels
- Inns & Bed and Breakfasts
- Local Attractions
- Realtors®
- Colleges
- Specialty Stores

What others are saying about the SouthwestNH Visitor's Guide.

"We use the SouthwestNH Visitor's Guide as our informational guide to inform all guests on what the area has to offer. A copy is given to every check-in and included in the information caddy in each guest room."

Jim Narkiewicz, General Manager, Keene Super 8 Motel

"The Visitor's Guide is kept in our lobby as well as in each of our guest's rooms, and they continue to disappear. Our guests enjoy the convenience of having local information at their fingertips. It is important to them to have a Guide in hand as they explore the region."

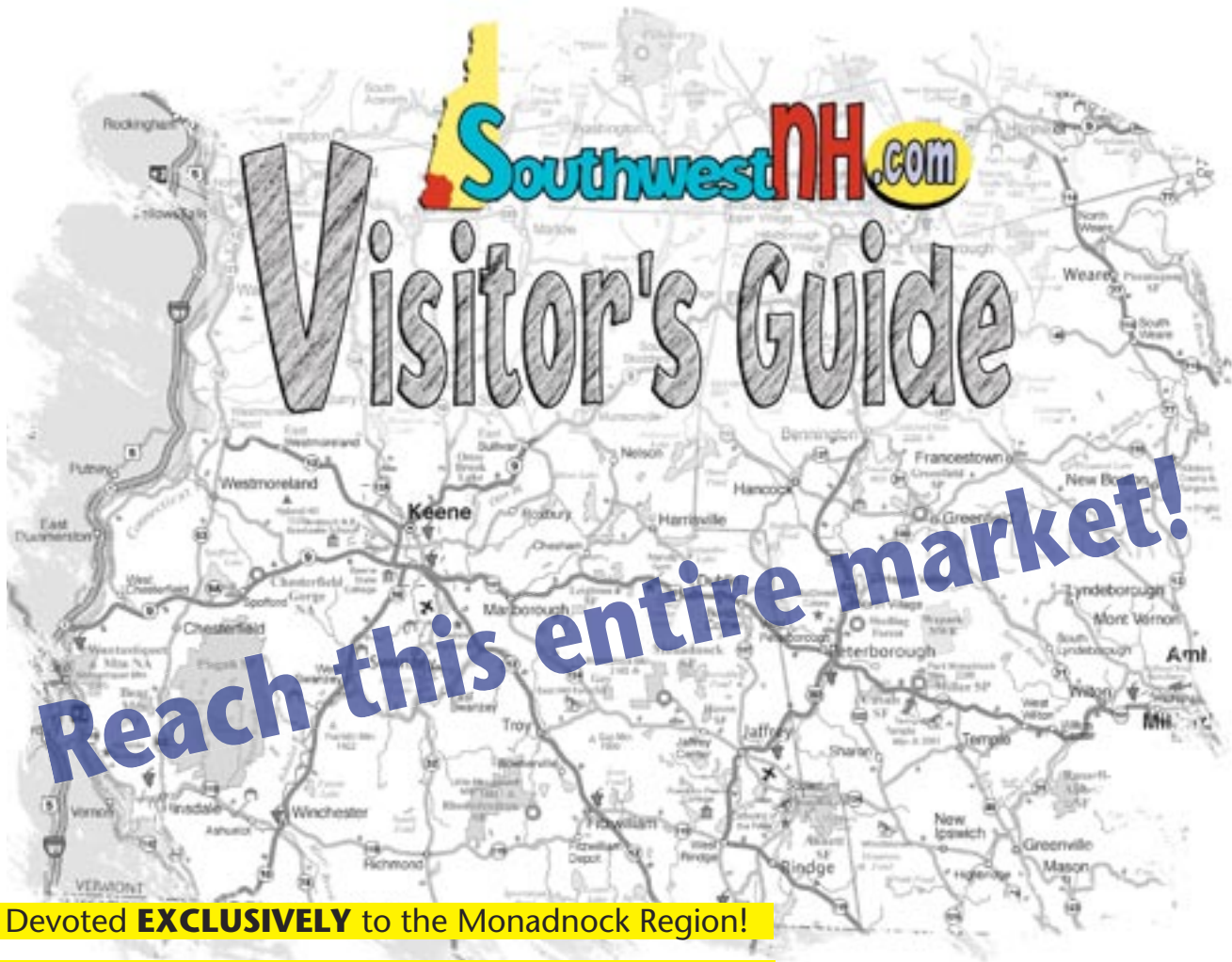
Sheri St. Laurent, Manager, The Inn at East Hill Farm and past President, Monadnock Travel Council

"Love the new Guide! Its concise, informative, easy-to-follow format really captures what makes the region special. The visitors to our area desperately need this information. Thanks for providing it in a piece that we can all be proud to display."

Wayne Miller, Co-Owner, The Inn Of The Tartan Fox and past President, Monadnock Lodging Association

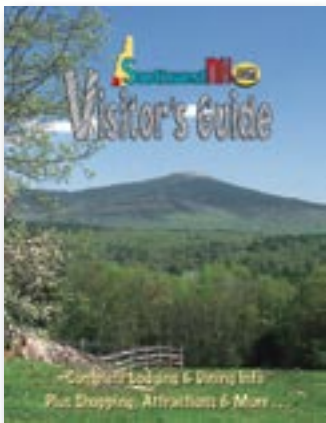


Serving Keene, Peterborough, Jaffrey, Rindge, Hillsborough, and the surrounding communities!



Devoted **EXCLUSIVELY** to the Monadnock Region!

THREE TO SIX MONTH'S exposure for each issue!



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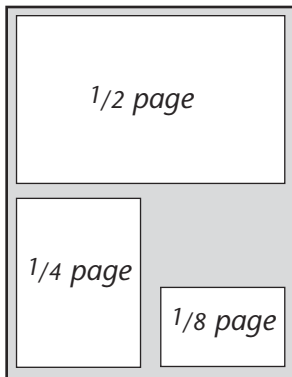
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SouthwestNH Visitor's Guide Advertising RATES

Choose your AD SIZE and FREQUENCY.

Your Best Rate!



Frequency (circle one): **1X** **2X** **3X (full year)**

1/8 Page ad (3 1/2" x 2 1/4") \$155 \$147 \$139

1/4 Page ad (3 1/2" x 4 3/4") \$265 \$251 \$238

1/2 Page ad (7 1/4" x 4 3/4") \$435 \$413 \$391

Full Page ad (7 1/4" x 9 3/4") \$695 \$660 \$625

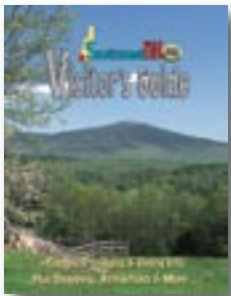
Back Cover* (group dining ad) . . . \$150 \$142 \$135

(*Group Dining Ad - 3 3/4" x 2" — FULL COLOR — limited to 8 restaurants)

Frequency discount rates are payable with each issue, by publication date. Failure to honor commitment will result in full rate being applied retroactively. Prepayment discount (10%) may STILL be taken off frequency discount! Add FULL COLOR to any size ad for \$25. **We provide FREE typesetting and design for any ad, if desired.**

Select issue(s) for your ad — SAVE by running multiple issues!

- Issue(s):** Summer '08 (June - August) Fall '08 (September - November) Winter/Spring '09 (December - May)
 Summer '09 (June - August) Fall '09 (September - November) Winter/Spring '10 (December - May)



Ad Size(s) _____

Cost \$ _____

Color (+ \$25) \$ _____

Prepay (-10%) \$ _____

Total \$ _____

Check Enclosed: 10% off*

(Deduct 10% for prepayment.)

Bill Me

(Net 30 days after publication.)

***Please make payable to: SouthwestNH Guides**

Ad Materials Enclosed

Please Call Me For Ad

(We provide free ad design.)

Company: _____ Date: _____

Contact: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____

E-Mail: _____ Web Site: _____

Approval: _____

SouthwestNH Visitor's Guide *☞* **P.O. Box 292, Keene, NH 03431**

Phone: (603) 352-0178 *☞* Fax: (603) 357-3259 *☞* E-mail: info@southwestnh.com

Special Group Ad Advertising Opportunity - FREE Color - 3 months of distribution!

Downtown Merchants: Keene, Peterborough, And Jaffrey Colony Mill Marketplace • Antique Dealers • Weddings



- Bring in **NEW CUSTOMERS** who won't find you through your local advertising!
- Tap into the **\$242 MILLION** spent by visitors in the Monadnock Region last year!
- **INCREASE** sales and profits in a tough economy!
- Enjoy **THREE MONTHS** of exposure at more than 100 locations!

Distributed to thousands of tourists within the Monadnock Region.

The Guide is available free to tourists and visitors at more than 100 locations for a three month period:

- All Chambers of Commerce
- All Hotels, Motels
- Realtors®
- Local Restaurants
- All Inns & Bed and Breakfasts
- All Colleges
- All Rest Areas
- All Local Attractions
- Specialty Stores

Yes, I'd like to take advantage of your special offer to participate in one of the full color group ads.

I'd like a single slot (\$95); double slot (\$165) including free color. Note: You may deduct 10% if you prepay. Please attach ad materials, or e-mail them to us at info@southwestnh.com.

Ad Cost (\$95 or \$165) \$ _____

Prepayment Discount (if any) _____

Enclosed _____

Check Enclosed

(Deduct 10% for prepayment.)

Bill Me Later

(Net 30 days after publication.)

**Please make payable to:
SouthwestNH Guides**

Company: _____ Date: _____

Contact: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____

E-Mail: _____ Web: _____

Approval: _____

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Distributed to thousands of visitors within the Monadnock Region!

Acworth	Green Meadow Nature Escape	Rocky Brook Motel & Cabins
Antrim	NH State Welcome Center Maplehurst Inn	Valley Green Motel
Chesterfield	Chesterfield Inn Howard's Leather	The Old Mill House
Dublin	The Friendly Farm The Old School House B&B Wooden Josh B&B	Peterborough Chamber Apple Gate B&B Aqua Bistro Restaurant Bowling Acres Brady's American Grill Eastern Mountain Sports Jack Daniels Motor Inn Peterborough Manor Petersons Real Estate
Fitzwilliam	Ashburn House Fitzwilliam Inn Hannah Davis House Mr. Mike's Unique Yankee B&B	Rindge Rindge Chamber Cathedral of the Pines Fogg's Convenience Store Franklin Pierce College Lilly's On The Pond Woodbound Inn Woodmore Campground
Francestown	Inn at Crotched Mountain Crotched Mountain Resort	Sharon Three Maples Bed & Breakfast
Greenfield	Greenfield B&B Inn	Surry The Surry House Bed & Breakfast
Hancock	Field 'n Forest Recreation Area Seven Maples Campground The Hancock Inn The Mollers	Swanzey The Inn of the Tartan Fox The Bridges Inn Covered Bridges Campground Coach and Four Motor Inn Coach House Motel Cheshire Fairgrounds
Harrisville	Harrisville Inn	Temple Birchwood Inn Herban Living B&B
Henniker	Colby Hill Inn	Troy Inn at East Hill Farm
Hillsborough	Hillsborough Chamber Stonewall Farm B&B Uplands Inn	Walpole Hooper Golf Club B&B Inn at Valley Farms B&B The Walpole Inn
Jaffrey	Jaffrey Chamber Benjamin Prescott Inn Coll's Market Emerald Acres Campground Grand View Inn and Resort Mr. Mike's Shattuck Golf Course Team Jaffrey The Currier's House The Inn at Jaffrey Center	Westmoreland Stuart & John's Sugarhouse
Keene	Keene Chamber Best Western Sovereign Hotel Blais Realtors Bretwood Golf Course Century 21 Real Estate Carriage Barn Guest House EF Lane Hotel Goose Pond Guest House Holiday Inn Express Keene Keene Airport Keene Super 8 Motel	Wilton Auk's Nest Bed and Breakfast Stepping Stones Bed & Breakfast
		Winchester Forest Lake Campground



In addition, www.SouthwestNH.com receives 100,000+ visitors each year!

Questions? Call 603/352-0178 or 800/276-1086

Highlights: New Hampshire's Tourism Industry

Source: Institute for NH Studies, NH Division of Travel & Tourism Development



Travel and tourism is **New Hampshire's Second Largest Industry** in terms of jobs and attracting dollars from out of state.

Direct spending in New Hampshire by visitors in 2005 reached **\$4.136 billion**.

Traveler spending in 2005 supported **66,700 direct full-time and part-time jobs**.

The Return on Investment Model for FY2005 shows that for every \$1 spent by the Division of Travel and Tourism Development, \$8.51 was returned in the form of state and local taxes and fees.

The top four categories for visitor spending:

1. Eating & Drinking
2. Retail
3. Recreation
4. Accommodations

Travel and tourism expenditures for the Monadnock Region were \$242 million in 2004, up from \$199 million in 2002 (an increase of \$43 million).



For complete reports on these findings, visit the web site of the Institute for New Hampshire Studies at <http://oz.plymouth.edu/inhs>

